

SB NEWSLETTER

VOLUME #6

Your Legacy Starts Here

Impactful Events, Connections and Inspiring Growth

Dear SB team, I want to express my gratitude to each and every one of you for your dedication and hard work in propelling our school forward. Your tireless efforts in research, impactful societal events, and engaging students in academic and practical activities are genuinely inspiring and make a difference in our community. The increasing number of opportunities offered to our students indicates the trust companies place in the quality of education and preparation provided by our school. This is a testament to your commitment to our mission and the outstanding work you do daily.

As we near the end of the blessed month of Ramadan, let's continue to give back by enriching our community through the transformative power of knowledge—Ramadan Kareem to all, and Eid Mubarak in Advance.



DR. ASSAAD FARAH
DEAN, SCHOOL OF BUSINESS

SB's Fresh Insights, Industry Collaborations, and Publications



"Education breeds confidence. Confidence breeds hope. Hope breeds peace." - Confucius

The School of Business faculty are actively contributing their expertise to shape the academic landscape. This month's newsletter will feature their research, events, and more, offering insights into the SB's endeavors. Faculty, alongside SB and international students, delve into topics such as sustainability, the metaverse and AI, remote work, financial crises, and the roles of women in STEM fields. Stay tuned as we highlight the latest collaborations and publications, showcasing the diverse impact of SB within and beyond AUD's confines.

Educational Spotlight: Industry Gurus, and more!



Dr. Rima Assaf

Assistant Professor of Finance



Event

AUD's Finance MBA Team Advances to CFA Institute Research Challenge Local Finals

Congratulations to AUD's team of finance MBA students (Tanya Dhoundiyal - Roy Abou Saleh - Leilt Yimer - Lara Kanaan - Mohammad Sawalha) for reaching the CFA Institute Research Challenge Local finals. Dr. Rima Assaf served as their faculty advisor for the past 6 months.

The team presented their work on Sunday, the 18th of Feb, at the Rosewood Hotel in Abu Dhabi in front of five judges from ADGM Academy, CFA Society Emirates and AD Ports. The work was related to AD Ports comprehensive company's valuation, tackling the below points:

Business Description, Overview & Competitive; Industry Dynamics; Investment Summary 1; Financial Analysis (analysis of the company's historical financial performance, and a forecast of future performance Investment Risks); Environmental, Social, and Governance and investment risks.

Event

SB x Krafts Heinz Co

Dr. Lama welcomed two guest speakers from Krafts Heinz Co Malini Bhatia, Finance and Revenue Growth Manager, and an AUD Alumni, and Ecaterina Ursu Talent Manager who talked about organizational culture and diversity. This even highlights the school's commitment to incorporating industry expertise into our learning strategies to better prepare students for the job market.



Dr. Lama Blaique

Assistant Professor of Management

CFA
institute

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IN DUBAI
School of Business

Krafts Heinz
Co



Educational Spotlight: Global Conference & Student Contribution

Event

Masraf Bank's Chief Compliance Officer Shares Insights on Corporate Governance Challenges in UAE Financial Sector

Masood AlMajedi, the Chief Compliance Officer at Masraf Bank, brings over three decades of experience in legal, compliance, and AML to his presentation titled "Challenges of Corporate Governance within the UAE Financial Sector: Issues of Corruption and Fraud." Addressing Business Ethics and Business Law students, Mr. AlMajedi provided a comprehensive overview of corruption and fraud matters prevalent within the financial industry. He highlighted the significant impact of fraud and corruption on the economy, emphasizing the need for robust controls to combat such practices. These controls include Fraud Awareness Training, a Fraud Risk Management Program, fostering a corporate culture and Code of Ethics, among others. Moreover, Mr. AlMajedi stressed the importance of establishing a stringent Corporate Governance framework within organizations, covering areas such as compliance with laws and regulations, conflict of interest, anti-bribery and anti-corruption policies, guidelines for gifts and entertainment, management of outside business activities, supplier relationships, and procedures for reporting violations. This informative lecture provided invaluable insights into safeguarding integrity and ethical conduct within the financial sector, underscoring the critical role of Corporate Governance in ensuring transparency and accountability.



Dr. Akram Al Matarneh

Associate Professor of Business Administration

Educational Spotlight: Innovation, and responsibility!

Events

Marketing Internships with Joelle Mardinian

Three AUD marketing students received internships with entrepreneur and social media influencer Joelle Mardinian. The opportunity was presented to the School of Business's Marketing Department via AUD's Dr. Mural Tahtouh Zaatar. Six students were selected by Dr. Farah Arkadan to conduct and present an audit of the marketing and social media strategies associated with various Joelle beauty brands. Three students were finally selected by Ms. Mardinian for the internship: Maya Habib, Meriem Saadaoui, and Joud Abu-Dahrouj.



Dr. Farah Arkadan

Chair of the Department of Management and Marketing, Assistant Professor of Marketing, and Accreditation Lead

AUD's Engagement in IIAF: QEPs for Accreditation

The American University in Dubai recently participated in the International Institutional Accreditation Forum (IIAF), organized by the American University in the Emirates (AUE) in collaboration with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) on 5 March at the Meydan Hotel in Dubai. AUD led a panel discussion titled "A Tale of Two QEPs: Bridging Achievement Gaps in English and Mathematics," delving into AUD's experiences with Quality Enhancement Plans (QEPs) in the context of the SACSCOC accreditation framework. Moderated by Dr. Sabrina Joseph, Provost and Chief Academic Officer at AUD, the panel featured insights from Dr. Wael Bazzi, Dean of the School of Engineering, Dr. Micah Robbins, Dean of the School of Arts and Sciences, and Dr. Farah Arkadan, providing valuable perspectives on AUD's QEP initiatives, emphasizing stages of development, assessment measures, and defining success criteria for QEPs.



Joelle
Mardinian

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International
Institutional
Accreditation
Forum (IIAF),

Educational Spotlight: Key Players, and awards!

Event

Women Leaders Inspire Students at AUD: Triumph and Leadership in Finance



Dr. Maysam Ayoub
Assistant Professor of Accounting

In celebration of International Women's Day, the American University in Dubai (AUD) joined forces with women in finance to spotlight the remarkable journeys of women leaders within the industry. Headed by Dr. Maysam Ayoub, the panel showcased the inspiring narratives of Kanika Duseja, CA Gurleen Sethi, Priyanka Dhamotharan, and Rachana Shah. The discussion delved into their personal odysseys, navigating obstacles, defining leadership styles, and more. Among the key insights resonating with students was the significance of being a 'jack of all trades,' underscoring the value of on-the-job training and the necessity of versatility, particularly in the initial stages of one's career. This collaborative initiative not only celebrated the achievements of women in finance but also served as a beacon of empowerment and guidance for aspiring leaders in the field.

Congratulations

**Dr. Maysam Ayoub has earned her PhD
in management with a specialty in
Accounting!**

Educational Spotlight: Key Players, and awards!

Event

AUD Recognized at COP 28 Event: Promoting Resilience and Sustainability



Dr. Pakinam Nazmy
Assistant Professor of Marketing

Dr. Pakinam Nazmy and Dr. Farah attended this year's Dubai Lynx Festival, an annual event for advertising and communications professionals. They attended talks from agencies and industry leaders including Heinz, Emirates NBD, Spotify and Warner Music on topics such as creativity, branding and AI. It was an opportunity to network with professionals from the industry with the aim of bringing exciting talks, cases, and projects to the students of the Advertising and Integrated Marketing Communications Major.



Dr. Farah Arkadan
Chair of the Department of Management and Marketing, Assistant Professor of Marketing, and Accreditation Lead



Educational Spotlight: Key Players, and awards!

Event

AUD Management and Business Students Engage with Innovation at STEP Conference



Dr. Mazdak Rafaty
Adjunct Professor

Management and business students from the American University in Dubai (AUD) had a unique opportunity to attend the STEP conference, accompanied by their adjunct instructor, Dr. Mazdak Rafaty. This experience enriched their academic journey and provided them with invaluable insights into the dynamic world of startups and entrepreneurship. Expressing gratitude on behalf of the students and AUD, the instructor extended thanks to the STEP Conference team for the opportunity. The students immersed themselves in the event, conducting interviews with numerous startups, a task integral to their group assignments for the semester. This firsthand exposure to the vibrant 'UAE Startup World' left a lasting impact, with students envisioning their potential roles as future founders, akin to successful alumni like Ahmad Al Falasi, founder of TRANSPRIGHT. Meeting Al Falasi at his stand and arranging for him to present to the classes further enhanced the students' understanding of entrepreneurial endeavors. The instructor highlighted the transformative nature of this experience, emphasizing its potential to shape the students' future endeavors. The engagement at the STEP conference not only broadened their horizons but also paved the way for future collaborations and opportunities.

Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



INTERNATIONAL JOURNAL OF TECHNOLOGY MARKETING



DR. CHARBEL EL KHOURY
Associate Professor of Marketing

Dr. Charbel El Khoury's paper entitled "The mediating role of consumers' perceived trust in relation to the intention to use digital wallets during Lebanon's financial crisis" has been accepted for publication in the International Journal of Technology Marketing, indexed in Scopus, and listed in the ABS & ABDC journal quality guides.

The purpose of this research is to investigate the drivers and factors that affect consumers' intentions to use digital wallets during Lebanon's financial crisis. 414 respondents participated in the survey. Outcomes reveal that performance expectancy, effort expectancy, and facilitating conditions are factors that are positively associated with the intention to use digital wallets. In its turn, financial freedom is considered a factor that has a positive impact on future intentions. Only the positive association between social influence and consumers' intentions has been supported. This study also confirms that the positive correlation between social influence, facilitating conditions, financial freedom drive, and the intention to use digital wallets is mediated by consumers' perceived trust. Finally, the presence of family members abroad and tech savviness are considered proven moderators when linking consumers' intentions to effort expectancy and social influence, as well as performance expectancy and effort expectancy, respectively. This research serves as an extension of the UTAUT model in the context of the Lebanese financial crisis.



ONWARDS WITH THE...



BEYOND BUSINESS PUBLICATIONS!



New Emirates Medical Journal

Dr. Valk published her article titled "Efficacious, nutritious and delicious or risky? Exploring the FODMAP-diet to manage and treat Irritable Bowel Syndrome" in the esteemed New Emirates Medical Journal. This collaborative effort involved James Hammill from Trident Elite Training Dubai, serving as Dr. Valk's personal trainer, and Mieke Valk, a Physician Associate based in the Netherlands and Dr. Valk's sister. The article aims to elucidate the pathophysiological mechanisms underlying gastrointestinal symptoms caused by FODMAPs, elucidate the implementation of the FODMAP-diet, and challenge the conventional notion that it poses risks with deleterious long-term health consequences. This publication underscores the interdisciplinary approach to addressing health issues and the importance of collaborative research endeavors.



DR. REIMARA VALK
Assistant Professor of Management

click through underlined descriptions for direct links!





Dr. Zafer Akin

Miserable in social media? Don't worry, be happy!

Billions of people around the world use their social media accounts every day, but relatively little is known about how the contents people post on social media affect their happiness. There are many studies showing that social media makes us feel miserable especially since we always see people's happiest moments and make social comparisons (Fear of Missing Out - FOMO also plays a role). Researchers from Hong Kong and UK suggest a way to be happier in social media:

Posting photos of one's favorite possessions, under hashtags such as #Favoritethings or #Favoriteshirt, leads to greater happiness than posting photos of one's cumulative possessions or the baseline happiness level.

This effect occurs because reminders of favorite possessions tend to reduce unfavorable social comparisons. Thus, promoting trends for #favoritethings and similar hashtags can create a win-win situation, which benefits both the wellbeing of social media users and that of marketers and social media platforms.

Be grateful for what you have! If you really want to share something in social media, share your favorite possessions and spread gratitude...

For details, check the paper:

<https://iems.ust.hk/publications/thought-leadership-briefs/liu-dalton-mukhopadhyay-favoritethings-social-media-posts-and-consumer-happiness-tlb53>

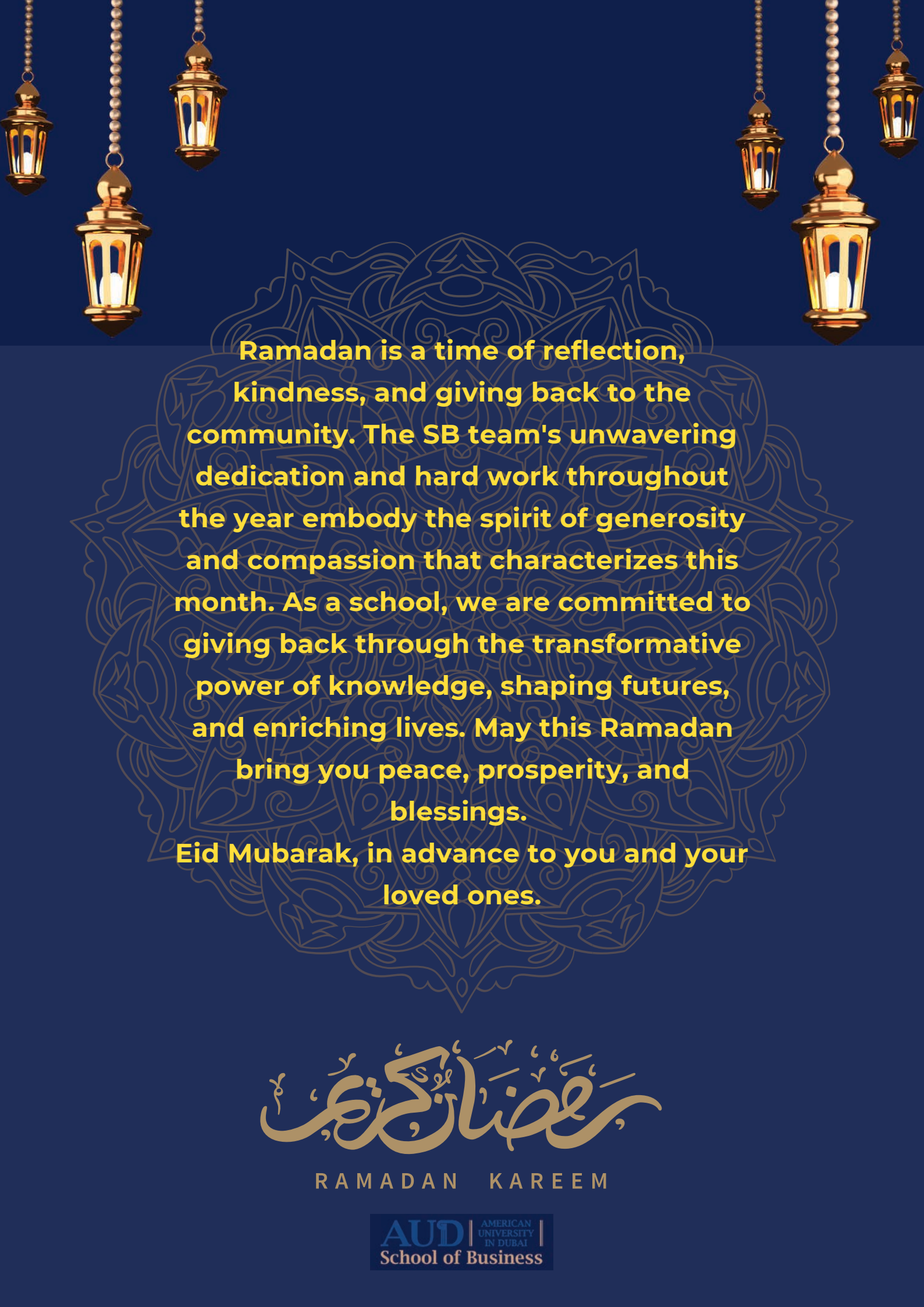


Dr. Reimara Valk

Plant Kindness and Gather Love!

Dr. Valk's effort captures the essence of kindness and compassion during the holy month of Ramadan. In collaboration with Media One Hotel in Media City Dubai, Dr. Valk extends a helping hand to the unsung heroes of the UAE by distributing iftar meals to delivery riders. This act of generosity not only provides nourishment to those who tirelessly serve the community but also recognizes their invaluable contributions. Dr. Valk underscores the importance of collective efforts in fostering a culture of empathy and support. It serves as a shining example of how small acts of kindness can make a significant difference in the lives of others, reflecting the true spirit of Ramadan.





Ramadan is a time of reflection, kindness, and giving back to the community. The SB team's unwavering dedication and hard work throughout the year embody the spirit of generosity and compassion that characterizes this month. As a school, we are committed to giving back through the transformative power of knowledge, shaping futures, and enriching lives. May this Ramadan bring you peace, prosperity, and blessings.

Eid Mubarak, in advance to you and your loved ones.

رمضان كريم

RAMADAN KAREEM

Gallery



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Thank you
&
Stay tuned!

